WHAT IS CLAIMED IS:

1.   A game advertisement charge system, comprising:

        means for displaying an advertisement on a game screen;

        means for obtaining displayed amount information concerning
a displayed amount of the advertisement displayed; and

        means for calculating a charge amount to be charged for
displaying the advertisement based on the displayed amount
information obtained.

2.   A game advertisement charge system according to claim 1,
wherein the displayed amount information contains displayed area
information concerning an area in which the advertisement is
displayed on the game screen.

3.   A game advertisement charge system according to claim 1,
wherein the displayed amount information contains display time
information concerning a time during which the advertisement is
displayed on the game screen.

4.   A game advertisement charge system according to claim 1,
wherein the displayed amount information contains frequency
information concerning a number of times the advertisement has been
displayed on the game screen.

5.   A game advertisement charge system, comprising:
        means for displaying an advertisement on a game screen;

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means for obtaining display quality information concerning the advertisement displayed; and

means for calculating a charge amount to be charged for displaying the advertisement, based on the display quality

5   information obtained.

6.   A game advertisement charge system according to claim 5, wherein

a view of a virtual 3D space viewed from a predetermined

10   viewpoint is shown on the game screen, and

the display quality information contains information describing a relationship between a display direction in which the advertisement is displayed in the 3D space and a viewing direction.

15   7.   A game advertisement charge system according to claim 5, wherein

the display quality information contains display position information concerning a position on the game screen in which the advertisement is displayed.

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8.   A game advertisement charge system according to claim 5, wherein

a view of a vertical 3D space viewed from a predetermined view is shown on the game screen, and

25   the display quality information contains clipping information describing whether or not an advertisement is clipped and a part thereof is thus displayed on the game screen.

9.   A game advertisement display system, comprising:

advertisement display means for displaying an advertisement

on a game screen;

5   means for obtaining displayed amount information concerning

a displayed amount of the advertisement; and

means for limiting display of the advertisement on the game

screen when the displayed amount of the advertisement reaches a

predetermined amount.

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10.   A game system according to claim 9, wherein the displayed amount

information is information corresponding to display frequency of

the advertisement.

15   11.   A game system according to claim 9, wherein the displayed amount

information is information corresponding to a display time of the

advertisement.

12.   A game machine for obtaining a game program or game data and

20   for executing game processing based on the game program or game

data obtained, comprising:

means for obtaining an advertisement displaying program or

data;

wherein

25   the advertisement displaying program or data is obtained before

the game program or game data is obtained, and

the game program or game data is then obtained while an

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advertisement is being displayed based on the advertisement displaying program or data obtained.

13.   A game machine according to claim 12, further comprising:

means for storing identification information identifying at least one of advertisements having been displayed; and

means for selecting the advertisement displaying program or data to be obtained based on the identification information.

14.   A game advertisement charge system, comprising:

means for displaying an advertisement on a game screen for a game;

means for obtaining attribute information on a player enjoying the game;

means for storing attribute information on a player targeted by the advertisement; and

means for calculating a charge amount to be charged for displaying the advertisement, based on the attribute information of the player targeted by the advertisement and the attribute information of the player enjoying the game.

15.   A game advertisement charge method, comprising the steps of:

obtaining output amount information concerning an amount of advertisement output while a game is being performed; and

calculating a charge amount to be charged for outputting the advertisement based on the output amount information obtained.

16. A game advertisement charge method, comprising the steps of:

obtaining output quality information concerning an advertisement output while a game is being performed; and

calculating a charge amount to be charged for outputting the

5 advertisement based on the output quality information obtained.

17. A game advertisement output method, comprising the steps of:

obtaining output amount information concerning an amount of advertisement output while a game is being performed; and

10 limiting outputting of the advertisement while the game is being performed when the amount of advertisement output has reached a predetermined value.

18. A method for controlling a game machine having means for

15 obtaining a game program or game data and means for executing game processing based on the game program or game data obtained, the method comprising the steps of:

obtaining an advertisement output program or data;

outputting an advertisement based on the advertisement output

20 program or data obtained; and

obtaining the game program or game data while the advertisement is being output.

19. A game advertisement charge method, comprising the steps of:

25 obtaining attribute information on a player enjoying a game in which an advertisement is output; and

calculating a charge amount to be charged for outputting the

advertisement based on the attribute information on the player enjoying the game and attribute information obtained in advance on a player targeted by the advertisement.

20. A program for causing a computer to execute the steps of:

outputting an advertisement on a game screen;

obtaining output amount information concerning an amount of the advertisement output; and

processing the output amount information as base information in calculation of a charge amount to be charged for outputting the advertisement.

21. A program for causing a calculator to execute the steps of:

outputting an advertisement on a game screen;

obtaining output quality information concerning the advertisement to be output; and

processing the output quality information as base information in calculation of a charge amount to be charged for outputting the advertisement.

22. A program for causing a computer to execute the steps of:

outputting an advertisement on a game screen for a game;

obtaining attribute information on a player enjoying the game; and

processing the attribute information as base information in calculation of a charge amount to be charged for outputting the advertisement.

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23.   An information storage medium storing a program according to

claim 20.